

PASSPORT^{Ontario}

OTMPC News

February 2012



[Explore Ontario's Diversity](#)

[Align Assets with Preferences](#)

[Reach Newcomers to Ontario](#)

[Apply for Grants Online](#)

[Download OTMPC's Marketing Plan](#)

Explore Ontario's Diversity

Invite Newcomers to Discover Ontario

Canada annually welcomes thousands of newcomers and is home to people from over 200 countries. In recent years, 49% of newcomers to Canada arrived from Asia, 16% from Europe and 11% from Africa, Caribbean, and South and Central American countries.

In Ontario, immigrants now make up nearly a third of the population and this proportion is expected to continue growing. A [Statistics Canada study](#) predicts that the proportion of visible minorities will double by 2031 in almost all Ontario cities including Barrie, Hamilton, Kitchener, Oshawa, Peterborough and Thunder Bay. The Greater Toronto Area (GTA) currently has the highest share of visible minorities among all metropolitan areas in Canada, constituting 43% of its population in 2006 and rising to an anticipated 63% by 2031. Much of this increase will come from the growing families of children and grandchildren of immigrants.

As Ontario's ethno-cultural population grows, there are opportunities for tourism operators to celebrate the new face of Ontario's multi-cultural society and encourage these communities to discover their home province and its many activities that can be enjoyed in all four seasons. Understanding the unique travel motivations, interests and media choices of each culture becomes essential for success.

Research conducted by [Ipsos Reid in 2011](#) offers some useful insights into the travel habits of two of the largest immigrant populations. The results suggest that while travel habits can be similar between ethnic groups, habits can also differ greatly by ethnic group or by generation, calling for different marketing strategies.

For example, research finds events or destinations that feature unique or gourmet food, such as winery tours that combine food with wine tasting, are more likely to appeal to newcomers from China. South Asian newcomers are more likely to be family oriented and focus on experiences for their children and social circle. Promoting outdoor activities in an educational way, such

New! Apply for OTMPC grants online

Applying for OTMPC's Tourism Event Marketing Partnership Program (TEMPP) and Industry Partnership Proposal Program (IPPP) is now easier.

Grants Ontario provides one-stop access to grant information offered by the Ministry of Tourism, Culture and Sport.

Applicants will have a one-stop link to draft, submit and check grant application status. Online modules and quick reference guides will also support applicants as they move through the site with technical support available during regular business hours.

[Learn more about Grants Ontario](#) or contact Enza Chiappetta, OTMPC TEMPP/IPPP Coordinator, by calling 416-314-5492 or via email at Enza.Chiappetta@ontario.ca

Mark your calendar for 2012 Summit



as learning to ski, could engage South Asian parents who are keen to provide their children with different experiences.

To explore more travel motivations and attitudes, visit [Tourism Partners](#)

Align Tourism Assets with Consumer Preferences

Meeting Multicultural Consumer Expectations

Encouraging newcomers to Ontario to discover their own province provides an opportunity for Ontario's tourism operators.

Ten years ago, African Lion Safari recognized the significance of appealing to new Canadians, who now represent a very sizeable market. "The park's marketing plan incorporates strategies that enable it to cultivate strong relationships with new Canadians," says African Lion Safari's Director of Marketing, Karen O'Grady. "As this market grew, we strove to provide additional products and services that enhanced the guest experience."

By tailoring tourism offerings to the distinct needs and preferences of each culture, tourism operators can start to develop expertise and assets specific to the travel interests and culinary tastes of Ontario's diverse communities and their visiting friends and relatives.

To better reflect cultural needs and desires, tourism operators might consider offering: pre-arranged group transportation, specialized cuisine, group price incentives, diverse staff recruitment, multilingual service and signage, in addition to partnerships with community associations and corporate sponsors.

With one-quarter of Ontarians never having experienced camping and 74% of newcomers indicating inexperience as a barrier, a positioning shift seemed obvious for Ontario Parks.

"Our research indicated a significant, potential audience who were interested in camping but had no family history of camping and were reluctant to camp on their own," explains Lori Waldbrook, Ontario Parks' Senior Marketing Specialist. Together with corporate sponsors, a low-cost, hands-on, overnight camping course (equipment included) has proven the perfect solution. "The uptake has been incredible. Most importantly, Ontario's great park system is better shared with all Ontarians."

Finally, as always, communication and marketing needs to be directed to the specific community via their media preferences. For example, newcomers are frequently active participants in a wide range of multi-cultural concerts, festivals, parades, community and sporting events.

To read more, visit: [Globe Link](#)

Planning is currently underway for the 2012 Ontario Tourism Summit to be held October 22-24 at the London Convention Centre in downtown London, Ontario.

OTMPC is teaming up once again with the Tourism Industry Association of Ontario (TIAO) to develop a joint conference program focused on marketing and industry priorities.

Watch for registration and program information coming soon.

Top 10 International Countries by Total Overnight Visits

Source: Statistics Canada: Travel Survey of Residents of Canada and the International Travel Survey, 2010

Access OTMPC's Business & Marketing Highlights



The 2012-13 OTMPC Business & Marketing Plan highlights are available for [download](#)

Learn about new and exciting marketing priorities that will drive the achievement of Ontario tourism growth in 2012-13.

Included is a special new focus on extending market reach by tapping into New Canadians as

Extend market reach through visiting friends and relatives

OTMPC to launch Newcomers to Ontario campaign

Within the past five years, nearly [4.5 million Ontario residents](#) hosted out-of-province visiting friends and relatives. These visits not only play a significant role in generating spending, but also present an opportunity to further extend Ontario's reach. Newcomers represent an untapped source of ambassadors who can influence their friends and relatives to visit Ontario. [Research](#) shows that 83% of overseas visiting friends and relatives were satisfied with their Ontario trip and 77% expressed interest in returning.

In 2012-2013, OTMPC will launch a multi-media campaign to encourage newcomers to Ontario, including Chinese and South Asians in the GTA, and their international visitors to explore Ontario. The campaign goal is to educate and inspire newcomers and their visitors about Ontario travel experiences and increase leisure travel. OTMPC's marketing campaign consists of a "Discover Ontario" community outreach program and a "Happy Family" media tour.

Using a customized mobile vehicle, the **"Discover Ontario"** program will build Ontario's profile at targeted GTA multicultural community events. Staff able to communicate in multiple languages will help educate and encourage newcomers to explore Ontario through various interactive activities aboard the mobile vehicle.

Simultaneously, OTMPC will launch a media campaign to find a **"Happy Family"** from China and a local family of Chinese ethnicity and invite them to tour Ontario. The two winning families will share and broadcast their Ontario experiences in real time to communities at home and abroad, encouraging them to visit Ontario.

Get involved! Tourism operators are encouraged to get involved by developing tourism assets and packages that will appeal to these communities and motivate leisure travel.

Contact [Mara Pezzutto](#), Senior Manager of North American Marketing, to learn about OTMPC activities and how you can align.

Want to learn more? OTMPC is planning an industry workshop. More details to follow.

a key influencer of visiting friends and relatives (VFR) across Canada and overseas markets.

[Click here](#) to get a copy.



Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Ontario Tourism Marketing Partnership Corporation | 10 Dundas Street East | Suite 900 | Toronto | Ontario | M7A 2A1 | Canada



Try it FREE today.